WHY I ENTERED THE TRUCK BUSINESS

Well Known Automobile Dealer Gives Some Specific Reasons of Value.

By O. H. LARSON.

Pres. Oldemobile Co. of N. T. I have some into the business of dis tributing trucks in addition to the pas-Why?, Because I in com on with thousands of others, am conwinced that nothing looms larger on the horizon of the new commercial world being evolved out of international chaos than the motor truck. Perhaps this sounds exaggerative, superlative. It will prove none the less true.

The motor truck, not the railroad, is going to be used as the carrier inshort hauls just as surely as the passenger car will continue to supersede the horse and carriage, and with even this elimination of horse drawn vehicles there were more horses in use during the year 1917 than ever before, and almost all of these are being used for delivery, hauling and drayage purposes and will be replaced by the motor truck. nd will be replaced by the motor truck If you will examine the annual auto



commercial State in the Union for the last decade you will be surprised to find how rapidly the light and heavy motor truck has been gaining in numbers on the passenger car. During this war in which we are engaged the truck has attained a popularity that even its manufacturers did not anticipate

in so short a time.

In 1917 in our own State of New
York 21,000 of the 93,000 new motor vehicles put on the streets were com-mercial cars, according to figures from Secretary Hugo. There is one potent reason why I have gone into the truck business. Think of it! One commercial car sold for every three limousines or runabouts or touring cars!

After the war, when business become more settled and resumes its normal course, the horse driven delivery wagon, except for use by the smallest stores, will disappear from the road. You must remember, as I have pointed out before that the truck is only now beginning to hold the position as the factor in busi-ness life generally that-the passenger car occupied in family life less than a

decade ago.
Of course change for the store or lit tle manufacturing plant from the horse and wagon to the gasolene driven vehicle as its delivery unit is a far more serious and important problem than a change from the "dappled grays" to a steed of steel for the head of a household. That explains further why been its rise in the past, is just winning extensive popularity. It has had to fight a more deep rooted prejudice than existed against the passenger car.

A merchant buys an automobile because it will suit his convenience and benefit his health. He will not purchase

commercial car thill his business And it is much easier to appeal to one's And it is much easier to appeal to one's heart than to one's head, though the appeal to the latter be ever so much the weightler. The fact that there are today less than a haif million trucks in the United States demonstrates that. There should be twice the number—and there will be quicker than most of us

The Government itself has ordered already 30,000 of the new three ton standardized trucks, approximately a third of all the trucks produced here in 1917, says one authority. The bill for this single expenditure will be \$150,-pag.co.

The Post Office Department is estab itshing scores of motor truck parcel post service routes between cities. By the middle of the year we will have at loss 3,500 miles of such routes in operaloast 3,000 miles of such routes in operation, varying in length from fifty to 125
miles. Again the commercial car will
show its efficiency and how much it is to
be preferred to the horse, requiring five
acres of ground for his support, while a
human being needs but three and the
mbtor truck only the space it displaces.
All that the truck needs to prove itself is a test. No product of any class
of manufacturers has consistently maintained a higher quality or served more

tained a higher quality or served more faithfully than the truck. One of the things the war has taught everyfody has been a real appreciation of motor pro-

things the war has taught everyflody has been a real appreciation of motor propelled vehicles—the aeroplane, the tank, the truck. It took the greatest war in history to furnish this triumvirate with spportunities to exhibit their merits.

Brighter and brighter grows the chapter that is being written of the way in which the commercial car has met war time emergencies. We are all familiar with the great service the truck is rendering the Allies behind the lines in France—a service not entirely expected because we had not calculated upon the truck's potential power.

In the commercial vehicle lies our calvation from the congestion of the country's rails. I venture to predict that even when this pressure is relieved, perhaps not until after the war, we shall do far the greater bulk of our shipping by definitely mapped out truck routes. Without the truck we should have been almost without coal recently. Railroad conditions coupled with the unusually severe cold and heavy snow storms have brought the truck to the fore. They compelled the long cross-country truck trips through the United States which have demonstrated so thoroughly the admirable "staying" country truck trips through the United States which have demonstrated so thoroughly the admirable s'staying' qualities of these vehicles, and even now the Master Truck Company of Chicago is operating a freight line between Chicago and New York, a distance of over 1,000 miles. Nothing could have awakened the nation to a better appreciation of the truck than the driving of the army truck trains to the seaboard.

If trucks are to move our goods, how-ever, we must have more good roads, and roads which are built strongly snough to withstand the burden of trafin transportation history.

The truck is prepared for it. Let us be prepared for the truck.

Important Meeting in Albany

Tuesday for Motorists. The most important meeting of the year affecting automobile owners will take place in Albany this week. It will be held in the Capitol Tuesday at 2 P. M. before the joint Senate-Assembly In-ternal Affairs Committee, when all proposed automobile legislation for this sea-sion will be under discussion and sub-jected to criticism and suggested ameni-ments by the organized motorists of the

The real controversy will doubtless develop in connection with the proposed amendments to the headlight law which are approved by the New York State Association, conference of Mayors and other city and town officials as well as public safety departments of various cities of the State.

their desire to meet the requirements of the law. Some of these same devices, as is well known, not only do not meet the requirements of the law but are absolutely worthless for the purpose intended. The police and public safety departments of various cities are not at-tempting to enforce the law as it stands at present and are at a loss to know just what action to take under present condi-tions. Meanwhile the glaring automo-bile headlight continues unchallenged.

AUTOMOBILE AN INVESTMENT. John N. Willys Cites One Case in

The "Time Maker" is the title of a ne afor present article appearing in Collier's by present ohn N. Willys, president of the Willys-ignition

Overland. Inc.

It deals with the many ways in which the automobile has become an essential factor in the everyday life of the work-aday world. One interesting of the work-aday world.

million and a half city cars. In April a certain company sold a car for \$700. The buyer used it three full seasons, then sold it for \$350. Within that time then sold it for \$350. Within that time it covered 17,642 miles. The owner's total operating expense, including gasolene, oil, tires, insurance, incidentals and one overhauling bill amounted to \$1,500; depreciation was \$350; interest on his money at 6 per cent, for three years was \$126; a total of \$1,976—an average of 11.2 cents per mile. The car was used between the owner's city home. was used between the owner's city home ; and his country home, a distance of 110 miles. Its capacity was five passengers. In addition it cyried household goods of all kinds, food, plants, seeds, implements, &c. All told the freight and ex-press costs on its annual load of merhandise would have run into hundreds lever

SEEK NEW HEADLIGHT LAW. GETTING RID OF THAT MEAN ENGINE KNOCK

Expert Advice Enables You to Determine Cause and Apply Remedy.

'Were you ever troubled by a per-sistent motor knock that came suddenly sistent motor knock that came suddenly and went as quickly—not a knock from a loose part but one that comes and soes as the spar, is advanced or retarded or as the throttle is opened and closed? Such a knock is due to a preignition," says William H. Stewart, Jr., president of the Stewart Automobile School, "Do not confuse the knock with that of a loose bearing, although it is sometimes difficult to distinguish between them. tween them. "Pre-ignition means ignition of the

compressed charge of gas in the cylinder before dead centre is reached. This hathe effect of making pressure in the opposite direction, which results in distinct knock. We know of course that ignition should occur in a manner to push the piston downward on the power stroke, that is to say, the pressure from the burning and expanding gas should not be fully exerted on the piston until dead centre has been passed. So long as this is properly regulated no preignition knock can occur. But if for any cause too much pressure is developed before dead centre is reached the knock occurs as just explained. The common occurs as just explained. The common occurs as just explained. The commo causes are: Spark too far advanced, glowing carbon, overheated engine or a glowing snag of metal in the cylinder head. To these causes of knocks may be added piston slap and loose bearings as aforementioned. But let us for the present consider knocks caused by pretention.

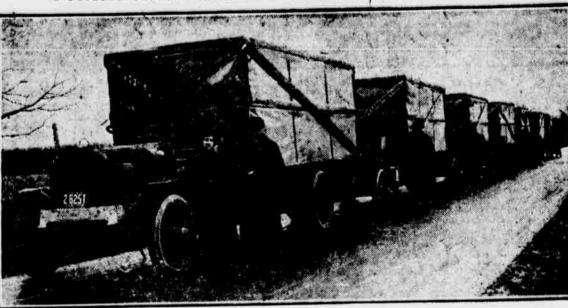
cactor in the everyday life of the workaday world. One interesting phase gives
the Bistory of one car which shows some
of the many valuable uses to which the
automobile may be put.

"A story was told the other day of a
single used car," writes Mr. Willys. "It
is the story of some thousands of these
million and a half city cars. In Appears.

starting downward.

"The explosion pressure then pushes the piston and fly wheel in the right direction and the engine runs forward. In order to obtain the best results the spark must then be advanced to develop the full power of the engine. This brings the spark into the compresion stroke, several degrees before dead centre. This will stop the piston in its upward movement or even cause a knock, because the piston has time to reach dead centre before the full pressure of the explosion is developed. But if the car is on a hill, making the engine pull more slowly, the case is different. The piston does not have time to reach dead centre before a full pressure of the explosion of the explosion pressure is good part of the explosion pressure is have time to reach dead centre before a good part of the explosion pressure is the spark occurs it is not noticeable and we know nothing about it. But if we know not

Peerless Caravan Makes a Record Cross-Country Run.



Seven heavy duty Perriess trucks argued here on Monday, each one carrying orated passenger car. All were consigned to the Van Cortlandt Vehicle Corporation, metropolitan distributers of the Peerless cars and trucks.

Owing \$to the congested road conditions all freight and express shipments have been embargoed, and the "drive away" method was the only way in which cars and trucks could be obtained.

This caravan left Cleveland Sunday morning, March 4, morning, March 4, morning, March 4, completing the \$52 \text{ miles in eight days, which is a remarkable average, inasmuch as terrible road conditions were encountered in the vicinity of Darlington, west of Pittsburg, where only eight miles in this fashion was originated by W. A. Woods, vice-president and general mansager of the Van Cortlandt Vehicle Corporation. This caravan left Cleveland Sunday This accomplishment

knocking is glowing carbon in the head of the engine. This may be caused by such as those caused by a glowing metal using too much gasolene or too much oil, sometimes from overheating or from inspection on the part of an experienced

inspection on the part of an experienced mechanic.

It is advisable to watch for these

The limits of the automobile are boundless. Hudson owners do not hesttate to run down to Florida or out to the Pacific coast, and it isn't necessary to follow any special beaten path. There

INTEREST IN ROADS GROWS. Interstate Truck Hauling Emph since Their Importance. By D. O. SKINNER,

Probably the greatest advantage in transporting freight by motor trucks in Reo Dealer Points Out Advan. intercity and interstate haulage is the feature of unbroken bulk. As every one knows, time and labor in transchipping less than carload freight are costly items in moving any product. Direct delivery from shipper to consumer is possible only by the use of motor trucks. The flexibility of the motor truck is such that it is not restricted to any fixed road. It takes the shortest cut between points and circumvents any obstruction, such as going around a blocked road, detouring to avoid a damaged bridge or selecting the best high-

There really is no comparison between the efficiency of motor haulage and railroad haulage on less than carload shipments. The rallways simply cannot do the work efficiently and on time. The substitution of elastic motor transportation overcomes all drawbacks imposed by the rallwads. With the future development of highways, motor transportation between points at great distances.

of our cities, but we have the advantage of knowing the definiteness of our desti-nation and get there somehow, even with the fearful handicap of our high-

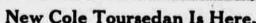
BUY NOW AND BE SURE OF GETTING CAR

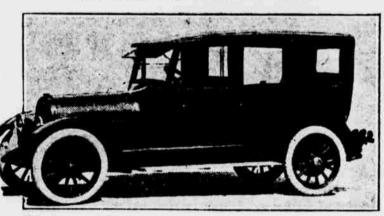
tages of Motor for All Work.

"The springlike weather of the pass week has given added stimulus to the sales of motor cars, and if the demand for machines continues dealers here-about can look forward to big buriness this spring," says James J. Hunt, vig., president and seneral unagers of the president and general manager of the Reo Motor Car Company of New York "The public realizes the intertains of the motor car as a vehicle of utility more to-day than ever before. Not only more to-day than ever belone. Not only fur their help in relieving congressed traffic conditions and to distributing food but in the way they im-rease the efficiency of the owner, be he a business

well become an established fact. Already motor trucks are venturing into new districts. Two years ago a trip between New York and Philadelphia by a motor truck was a much heraided most restricted estire to help the ratio. To-day the motor transportation idea is becoming bolder. In the present state of country highways the motor truck-man must have an unusual degree of courage to attempt driving between certain the front or at home in helping to a figure to a freely constant. lieve the freight congestion and a speeding up manufacturing and commercial activities.

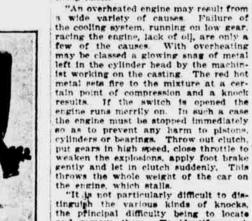
"The motor car for 1918 to have-





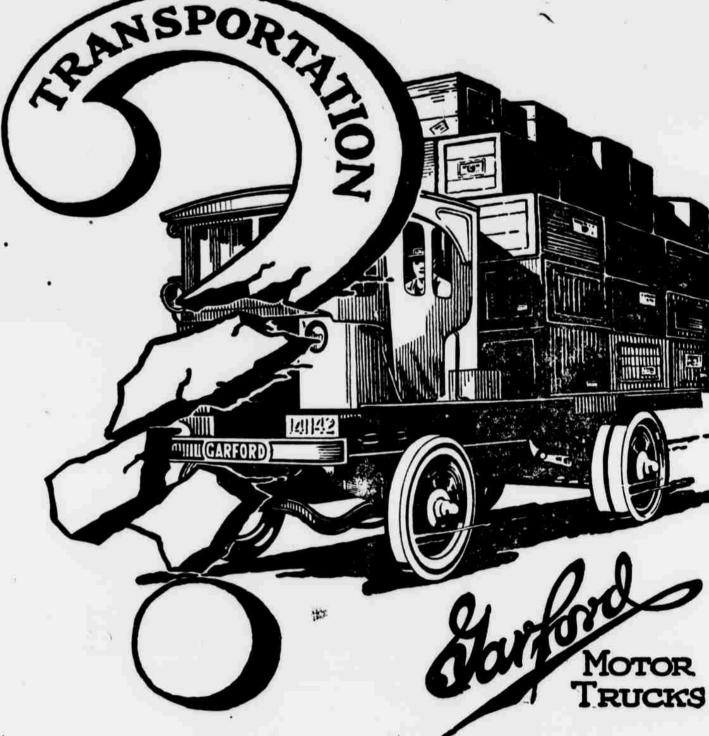
This is one of the exceptional line of closed models being shows by Russell Engs at 12 Central Park West. Twenty of these cars recently were sent to the American expeditionary force in France because of their all weather adaptability.

New Cole Toursedan Is Here.



tinguigh the various kinds of knocks, the principal difficulty being to locate and remove them. To identify spark knock retard the spark slightly and the kneck will stop. A carbon knock will not disappear even with spark retarded Also by removing valve caps or spark plugs you can note to what extent cylin-ders are carbonized. Steam at radiator

using a poor grade of oil. Carburetor troubles which would cause it are leaky float valve, heavy float, spray nozzle adjustment too wide open, air valve stuck or too tightly adjusted, or choke valve not opening properly. Causes of excess of oil in the cylinder head would be too high an oil level in crank case, too thin shield. Indifference to the symptoms of oil, worn piston rings or scored of the noile you must find its cause and remove it. In that way you will become high an oil level in crank case, too thin shield. Indifference to the symptoms of trouble will only bring you into further time to run down to Florida or out to the Pacific coast, and it isn't necessary to follow any special beaten path. There is generally a service station wherever nounted by the interptal interstate new things which add to the betterment of the noise you must find its cause and remove it. In that way you will become high an oil level in crank case, too thin shield. Indifference to the symptoms of trouble will only bring you into further the other. Learn every sound of your is generally a service station wherever in the other. Learn every sound of your is generally a service station wherever in the other. Learn every sound of your is generally a service station wherever in the other. Learn every sound of your is generally a service station wherever in the other. Learn every sound of your is generally a service station wherever in the other. Learn every sound of your is generally a service station wherever in the other. Learn every sound of your is generally a service station wherever in the other. Learn every sound of your is generally a service station wherever in the other. Learn every sound of your is generally as evice the follow any special beaten path. There is a the to run down to Florida or out to ways. If these grave difficulties of the road transportation are now being survives. In the to run down to Florida or out to down to Florida or out to the clear function than ever, for inanufactor ways. If these grave difficult PANSPORTA



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